

Message Text

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63

ORIGIN COME-00

INFO OCT-01 EUR-06 ISO-00 EB-05 RSC-01 /013 R

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DRAFTED BY COM/BDC/DLNOBLE/IFF

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R 232108Z JUL 74

FM SECSTATE WASHDC

TO AMEMBASSY BERN

LIMITED OFFICIAL USE STATE 159644

E.O. 11652:N/A

TAGS: ECRP, SZ

SUBJECT: COMMERCIAL PROGRAM: ENTERTAINMENT MOTION
PICTURES, CERP 0574

REF: STATE A-5088, BERN'S T -2591

1. COMMERCE RECOGNIZES DOMINANCE OF U.S. FILMS IN
SWISS MARKET BUT FEELS BETTER MARKET STATISTICS NECESSARY
TO MAINTAIN POSITION. ALTHOUGH U.S. DISTRIBUTORS STILL ONLY
FOREIGN DISTRIBUTORS ALLOWED TO OPERATE, THERE HAS AND
CONTINUES TO BE SOME SWISS PRESSURE. FOR THE PAST TEN YEARS
THERE HAVE BEEN PERIODIC FLURRIES AGAINST THE U.S. AMONG THE
INDEPENDENTS IN THE SWISS FILM INDUSTRY AND PARTICULARLY
AMONG THE SWISS EXHIBITORS. PRESSURE TO REDUCE PRICES THUS
DRAINING U.S. EARNINGS, FOR EXAMPLE, HAS BEEN PREVALENT.

2. POST IS REQUESTED TO COMPLETE 11 QUESTIONS BY
SEPTEMBER 1, 1974. SUBMISSION OF INDUSTRIAL OUTLOOK
REPORT BY NOVEMBER 1, 1974, WILL BE ACCEPTABLE FOLLOWED
BY APPROPRIATE ALERT REPORTS AND BIENNIAL INDUSTRIAL REPORTS
THEREAFTER. COMMERCE PARTICULARLY DESIRES ANSWERS TO 11
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QUESTIONS AND APPRECIATES POST'S OPINIONS AND COMMENTS

OF LOCAL CONDITIONS AND THEIR IMPACT ON U.S.
TRADE POTENTIAL IN VIEW OF SITUATIONS MENTIONED IN
PARAGRAPH 1 ABOVE.

3. THE MOTION PICTURE EXPORT ASSOCIATION OF AMERICA HAS
INDICATED THAT SWISS DATA WOULD BE EXTREMELY HELPFUL FOR
THEIR EFFORTS AND HAS EXPRESSED APPRECIATION OF THE POST'S
ASSISTANCE.
KISSINGER

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: TRADE PROMOTION, CERP 0574, MOTION PICTURES
Control Number: n/a
Copy: SINGLE
Draft Date: 23 JUL 1974
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: RELEASED
Disposition Approved on Date:
Disposition Authority: boyleja
Disposition Case Number: n/a
Disposition Comment: 25 YEAR REVIEW
Disposition Date: 28 MAY 2004
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1974STATE159644
Document Source: CORE
Document Unique ID: 00
Drafter: BDC/DLNOBLE/IFF
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D740199-0802
From: STATE
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1974/newtext/t19740724/aaaaaulj.tel
Line Count: 70
Locator: TEXT ON-LINE, ON MICROFILM
Office: ORIGIN COME
Original Classification: LIMITED OFFICIAL USE
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
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Previous Classification: LIMITED OFFICIAL USE
Previous Handling Restrictions: n/a
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Review Authority: boyleja
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30 JUN 2005

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